

AMEDDC&S Marketing Pla

AMEDDC&S Marketing Plan

<u>Background</u>	<u>Objectives</u>	<u>Methodology</u>
<p>Reference: Memorandum from Chief of Staff: Marketing the AMEDDC&S, January 2004</p> <p>Vision: Effective marketing plan to educate military and civilians regarding AMEDD story and resources</p> <p>Mission: Educate Army and Joint community regarding AMEDDC&S support, to include:</p> <ul style="list-style-type: none"> -Military (past/ present) -Families of military -Allies -Enemies -Refugees -Disaster victims 	<p>Focus on:</p> <ol style="list-style-type: none"> 1. AMEDDC&S functions, services, and capabilities. 2. Skills that keep military forces and families healthy and ready to return to serve the Nation. 3. Worldwide applications to reduce mortality and morbidity and promote health. 4. Sequential demonstration of individual aspects (serial approach). 5. Knowledge Management presence using internet-based collaborative technologies and consultative support. 	<ol style="list-style-type: none"> 1. AMEDDC&S website <ul style="list-style-type: none"> •Established 15 Mar 04 •Announcements to AKO subscribers, AMEDD global network, web sites, newspapers, etc. 2. AKM website <ul style="list-style-type: none"> •Effective 15 Aug 04 •Connecting to key assets and reach-back capability •Ease of navigation 3. Multimedia exhibits <ul style="list-style-type: none"> •Tailored to theme of conference •Representing appropriate AMEDDC&S agencies 4. Briefings <ul style="list-style-type: none"> •AMEDD Officer Advanced and Basic Courses •Faculty Development •Newcomers' Extravaganza •Proponent level conferences 5. Marketing committee <ul style="list-style-type: none"> •AMEDDC&S directorates •Experts in disciplines

AMEDDC&S Marketing Strategies/Timeline

FY 05 - 1st and 2nd Quarter

1. Develop Budget

- Travel
- Fees
- Equipment

3. Identify target organizations

AUSA, AMSUS, JTF SURGEONS, TRICARE, HIMSS, USARC, MEDEVAC, GPRMC, Armor, AUSA Medical, Infantry, Force Health Protection, NGAUS, Officer Basic Course, Officer Advanced Course, Faculty Development, Newcomers' Extravaganza

Periodicals

Newsleader
(Mercury and e-mercury monthly)
Outlook
AMEDD Journal

Medical Evacuation Conference,
GPRMC (AC/RC) Conference
Mar. 05

AUSA Conference
Oct. 04

Mercury: AMEDD School
Jan. 05

Mercury: AMEDD Center
Dec. 04

Mercury:
Lessons
Learned
Mar. 05

HIMSS, USARC Conference
Feb. 05

Oct. 04

Dec. 04

Feb. 05

Mar. 05

Jan. 05

Nov. 04

4. Execute plan

Mercury: AMEDDC&S Web Site
Oct. 04

AMSUS Conference
Nov. 04

JTF Surgeon
Dec. 04

TRICARE Conference
Jan. 05

Mercury: AKM
Feb. 05

2. Collaborate

- Public Affairs Officers
 - MEDCOM
 - Fort Sam Houston
 - OTSG
- Marketing Personnel
 - MEDCOM
 - USACHPPM

Promotional Items

Brochures, Business
Cards, Posters

Mercury: Decision Support Center
Nov. 04

Web site Promotions/Links

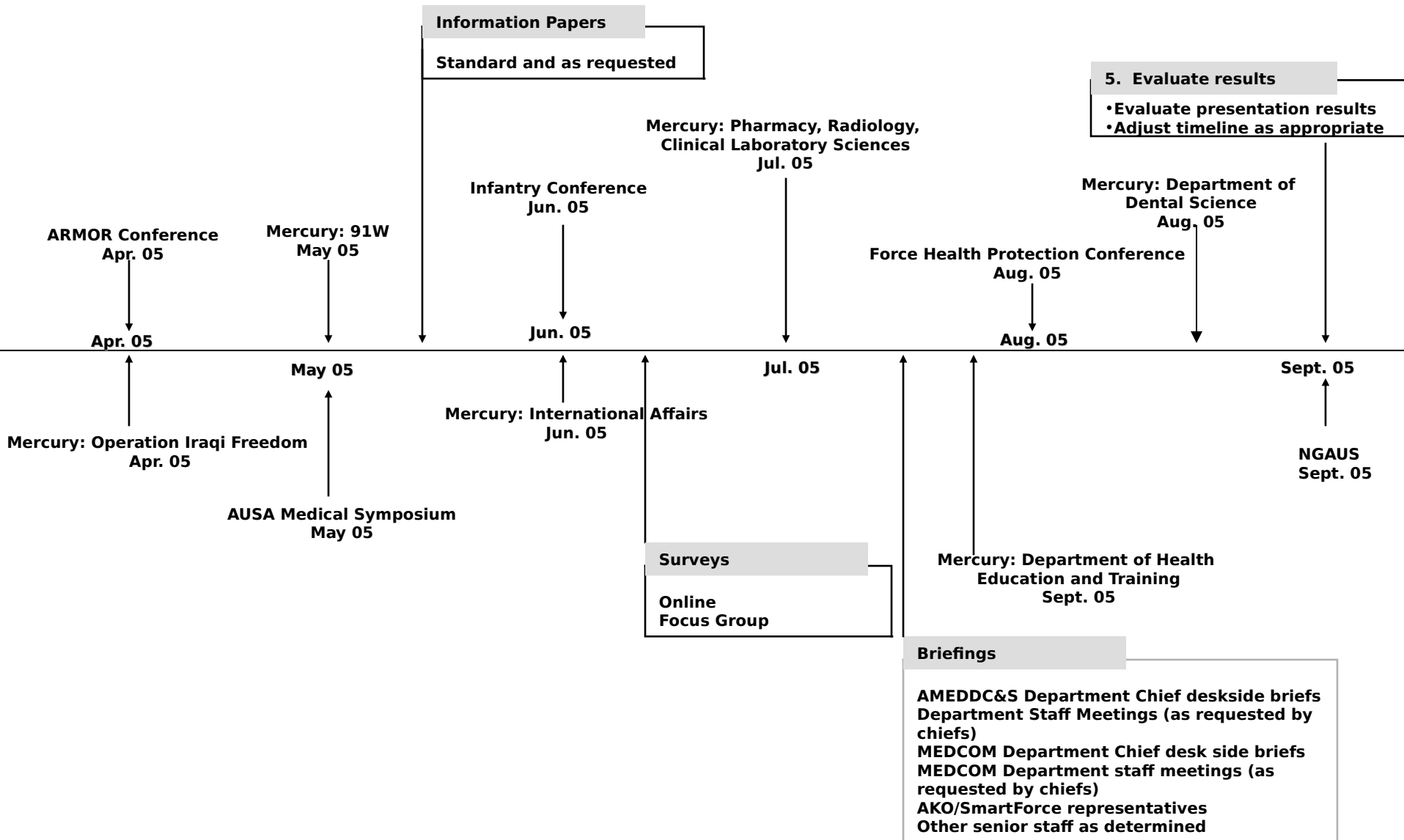
AKM, AKO, Fort Sam Houston,
MEDCOM, U.S. Army Reserve,
U.S. Army National Guard,
Regional Medical Commands

Email

AMEDD
AKO
BAMC
MEDCOM Marketing distribution
Public Affairs distribution
Reserve & National Guard representatives

AMEDDC&S Marketing Strategies/Timeline... Continued

FY 05 - 3rd and 4th Quarter



AMEDDC&S Marketing Strategies/Timeline

FY 06 - 1st and 2nd Quarter

1. Develop Budget

- Travel
- Fees
- Equipment

3. Identify target organizations

AUSA, AMSUS, JTF SURGEONS, TRICARE, HIMSS, USARC, MEDEVAC, GPRMC, Armor, AUSA Medical, Infantry, Force Health Protection, NGAUS, Officer Basic Course, Officer Advanced Course, Faculty Development, Newcomers' Extravaganza

Periodicals

Newsleader
(Mercury and e-mercury monthly)
Outlook
AMEDD Journal

Mercury: Preventive Health Services
Jan. 06
Medical Evacuation Conference, GPRMC (AC/RC) Conference
Mar. 06

Mercury: Nursing Science
Dec. 05

Mercury: Digital Education and Simulations
Mar. 06

HIMSS, USARC Conference
Feb. 05

AUSA Conference
Oct. 05

Oct. 05

Dec. 05

Feb. 06

Mar. 06

Jan. 06

Nov. 05

4. Execute plan

Mercury: Baylor University Graduate
Oct. 05

AMSUS Conference
Nov. 05

JTF Surgeon
Dec. 05

TRICARE Conference
Jan. 06

Mercury: Academic Support and Quality Assurance
Feb. 06

2. Collaborate

- Public Affairs Officers
 - MEDCOM
 - Fort Sam Houston
 - OTSG
- Marketing Personnel
 - MEDCOM
 - USACHPPM

Promotional Items

Brochures, Business Cards, Posters

Mercury: Medical Sciences
Nov. 05

Web site Promotions/Links

AKM, AKO, Fort Sam Houston, MEDCOM, U.S. Army Reserve, U.S. Army National Guard, Regional Medical Commands

Email

AMEDD
AKO
BAMC
MEDCOM Marketing distribution
Public Affairs distribution
Reserve & National Guard representatives

AMEDDC&S Marketing Strategies/Timeline... Continued

FY 06 - 3rd and 4th Quarter

